ARCHIE SERIES
I'VE HEARD OF GROWING HUNGRY TEENAGE BOYS, BUT YOU, FORSYTHE P. JONES, ARE TOO MUCH!
APPROVED BY THE COMICS CODE AUTHORITY
15¢
OCT.
NO. 173
Jughead
MAC
HEY, KID! DO YOU WANT TO MAKE A QUICK BUCK?
CADDIES WANTED
INQUIRE AT PRO SHOP
NO, I'D RATHER MAKE A SLOW BUCK!

Young America Record Club's

Top-Hit Records

75¢ and up

DISCOUNTS 25% 33⅓% 50% UP TO 75%!

ALL LABELS ★ ALL STARS ★ NO EXCEPTIONS!

★ No Minimum Number Of Records To Buy ★ Order Any Day, Any Week – Same Day Shipments ★ Get Top Hits Even Before In Stock In Your Home Town ★ No Unordered Records ★ No Bills To Pay – Ever! ★ No $1.00 Extra Charge For Stereo

plus Young America Record Club lab fun!

30 RECORD SET

Rock 'Pops' Rhythm & Blues SOUL

An Original $26.70 Value

$1 With Membership

Buy all the LP's, all the Singles, all the Tapes you want—EVERY label, EVERY star—AT BIG DISCOUNTS—25%, 33⅓%, 50%, even up to 75%. Top-hit records begin as low as 75¢, plus a small charge for speedy delivery to your home. Buy all the records you want OR NOTHING There's no obligation ever to purchase a minimum number of records.

Get Columbia, Capitol, RCA Victor, Motown, Atlantic, Atco, Warner Bros, Reprise, Decca, Epic, Mercury, MGM, ABC,—HUNDREDS OF LABELS, NO EXCEPTIONS.

Choose from The Beatles, Aretha Franklin, Mamas and Papas, Sonny and Cher, Andy Williams, Petula Clark, Nancy Sinatra, Bill Cosby, Dionne Warwick—EVERY STAR, ANY STAR. Just name your favorites! Choose from Rock 'n Roll, Soul, Rhythm 'n Blues, Country and Western, Top Pops—EVERY KIND OF SOUND YOU LUV.

Monthly bulletins mailed to you showing nearly 500 records—ALL THE HITS played most by disc jockeys, on the juke boxes. Join today and get 30-record set (an original $26.70 value) for only $1.00 with membership. Your membership dues is just $1.00. Money-back if not happy you joined. Mail $2.00 with coupon to: Young America Record Club.

THE ONLY RECORD CLUB WITH ALL YOUR FAVORITE STARS!

Young Rascals	Aretha Franklin
Turtles	Temptations
Jefferson Airplane	Bill Cosby
Music Explosion	The Monkees
The Association	The Yardbirds
Happenings	Rolling Stones
Every Mother's Son	Herman's Hermits
Simon and Garfunkel	Four Tops
The Animals	Paul Revere
Herb Alpert	The Bee Gees
Blues Magoos	Dionne Warwick
The Beach Boys	Lovin' Spoonful
The Beatles	Petula Clark
Johnny Mathis	Harpers Bizarre
Ventures	Supremes
Peter, Paul and Mary	Stevie Wonder
Righteous Brothers	Elvis Presley
The Yellow Balloon	Sonny and Cher
Five Americans	Frank Sinatra
Moby Grape	Nancy Sinatra
The Love Generation	Mamas and Papas
Lettermen	Dean Martin
Tony Bennett	Bob Dylan
Engelbert Humperdinck	Nancy Wilson
Dave Clark Five	MANY MORE

YOUNG AMERICA RECORD CLUB
120 EAST 56TH STREET
NEW YORK, N.Y. 10022 DEPT. **AR-10**

Send my 30-record set for only $1.00. Enroll me in Young America Record Club. My $1.00 membership dues is also enclosed – that's $2.00 altogether.
☐ Check ☐ Money Order ☐ Cash.
Monthly bulletins of hundreds of records will be mailed to me. There is no obligation to buy even one record, unless I wish.

Print Name_____

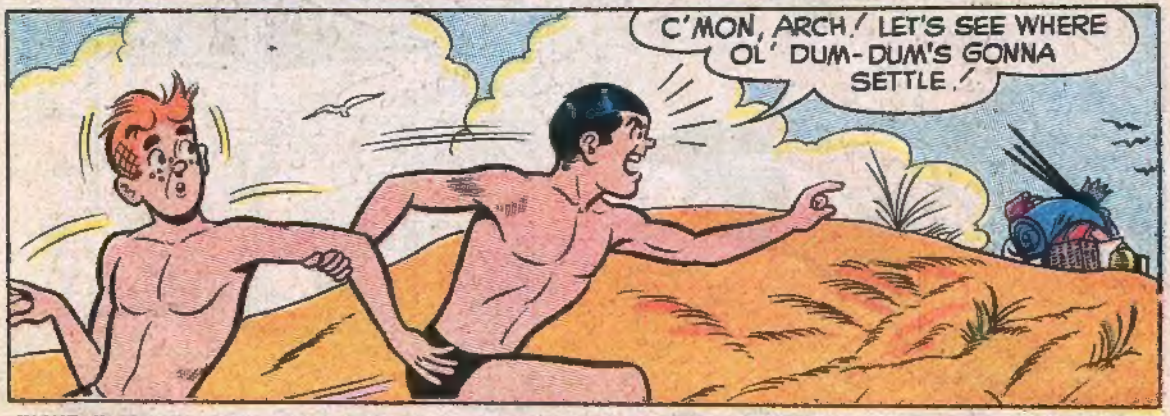
Print Address_____

City_____

State_____ Zip_____

Jughead in "BOTTLE BABY"

WOW! WILL YOU LOOK AT THAT EQUIPMENT! WHAT IS THIS, AN INVASION?
ARE YOU HERE FOR A DAY AT THE BEACH, PAL, OR ARE YOU GOING TO ESTABLISH A COLONY?
I LIKE MY COMFORT!



JUGHEAD, No. 173, October, 1969. Published Monthly by ARCHIE COMIC PUBLICATIONS, INC., Second and Dickey Streets, Sparta, Illinois 62286. Executive and Editorial offices: 1116 First Avenue, New York, N.Y. 10021. Chicago office: 166 E. Superior Street, Chicago, Ill. 60611. Second Class Postage Paid at Sparta, Illinois under the Act of March 3, 1879. Title registered U.S. Patent Office. Yearly subscription $1.80 in U.S.A.; single copies 15c. Copyright © 1969 by Archie Comic Publications, Inc. No actual person is named or delineated in this fiction magazine. All rights reserved. © Under Universal, International and Pan-American Copyright Conventions. Printed in the U.S.A. This periodical may not be sold except by authorized dealers and is sold subject to the conditions that it shall not be sold or distributed with any part of its cover or markings removed, nor in a mutilated condition, nor affixed to, nor as part of any advertising, literary or pictorial matter whatsoever.

FORGET IT! LEAVE HIM ALONE! HE LIKES HIS SOLITUDE!
WHO CARES WHAT HE LIKES! I WANT TO SEE WHAT THE CREEP'S UP TO!
SHH! HE WENT OVER THIS DUNE!
PSST! LOOK! HOW DOES THAT GRAB YOU?
GOLLY! HE'S GOT ALL THE COMFORTS OF HOME!
HE BROUGHT EVERYTHING BUT THE KITCHEN SINK!
2

OKAY! HE'S HAPPY! NOW LET'S LEAVE HIM ALONE! LET'S GO FOR A SWIM!
SPOIL SPORT!
IT'D BE FUN TO RUIN HIS LITTLE UTOPIA! HIS HAPPY VALLEY!
IF I DON'T DO SOMETHING TO BREAK THAT UP, I'M JUST NOT BEING ME!
YUK! I KNOW WHAT I SHOULD DO! I SHOULD WAIT UNTIL HE'S DOZING AFTER HIS BIG FEED - THEN - YUK! YUK! I SHOULD HIT HIM WITH A RAID!
HEY! THAT BOTTLE JUST FLOATED INTO YOU! IT'S GOT A PAPER IN IT!
3

IT'S A MESSAGE! A MESSAGE IN THE BOTTLE!
WHAT DOES IT SAY?
IT SAYS, "DON'T DO IT"!
FATE HAS SENT YOU A WARNING!
DON'T DO IT!
FATE MY FOOT! IT'S NOTHING BUT A CRAZY COINCIDENCE!
WHAT'S THE ARGUMENT ABOUT, BOYS?
AH! OL' PARTY POOPER ANDREWS IS DOING HIS THING!
LOOK! HE'S JUST ABOUT TO ANNOY JUGHEAD WHEN THIS MESSAGE IN A BOTTLE FLOATS BY WARNING HIM NOT TO DO IT!
GOLLY! THAT'S UNCANNY!
I WOULDN'T FOOL WITH THE SUPERNATURAL!
4

DON'T HAND ME THAT SUPERSTITIOUS JAZZ! I'M GONNA HAVE SOME FUN!
HE'S SLEEPING! I'LL SNEAK UP AND SWIPE HIS FOOD!
ZZZZ
THAT BASKET LOOKS INTERESTING! LET'S SEE WHAT GOODIES HE'S GOT IN THERE!
YUK! HE'LL SCREAM WHEN HE FINDS HIS FOOD GONE!
YEEAARGH!
CRABS!
6

HALP! OUCH! OW! OOOUCH!
STOP THIEF! HE STOLE MY BEST BLUE CRABS!
THAT'S IT! PUT 'EM IN THE WATER AND THEY'LL LET GO!
OWOOOH!
HEY! ANOTHER BOTTLE! WITH ANOTHER MESSAGE INSIDE!
(GROAN) WHAT DOES IT SAY?
IT SAYS, "THE NEXT TIME PAY ATTENTION"!
6

HAVE A BALL! FREE!

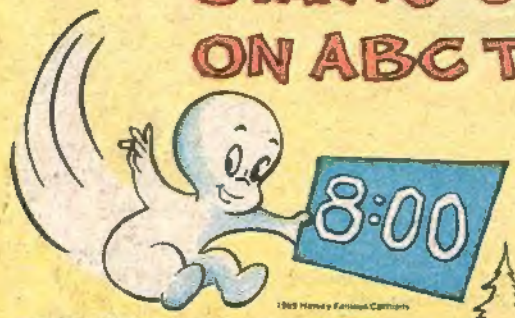
With Post Cereals Hav-A-Ball Seals.

Collect Hav-A-Ball proof-of-purchase seals only from Post Alpha-Bits®, Super Sugar Crisp®, Sugar Rice Krinkles®, and Crispy Critters®. Send 'em in and have a ball—free.

GF
GENERAL FOODS

SUPER SATURDAY ON ABC

A GREAT NEW SATURDAY MORNING STARTS SEPTEMBER 6 ON ABC TELEVISION abc



THE NEW ADVENTURES OF
CASPER THE FRIENDLY GHOST
Good fun week after week with the friendliest ghost around.

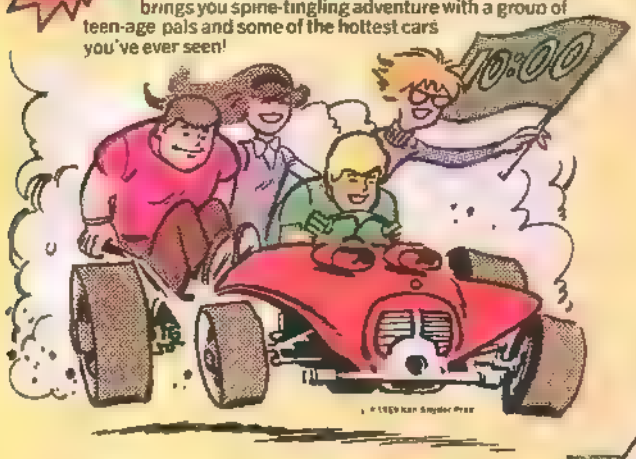
NEW **THE SMOKEY BEAR SHOW**
America's number one fire-fighter now has his own show! Watch Smokey and his forest friends get into all-new hilarious adventures!

NEW **THE CATTANOOGA CATS**
A full hour of music and comedy as the Cattanooga Cats bring you weekly special episodes of "Autocat and Motormouse," "It's Abe Wolf!" and "Around the World in 79 Days"!

NEW

HOT WHEELS

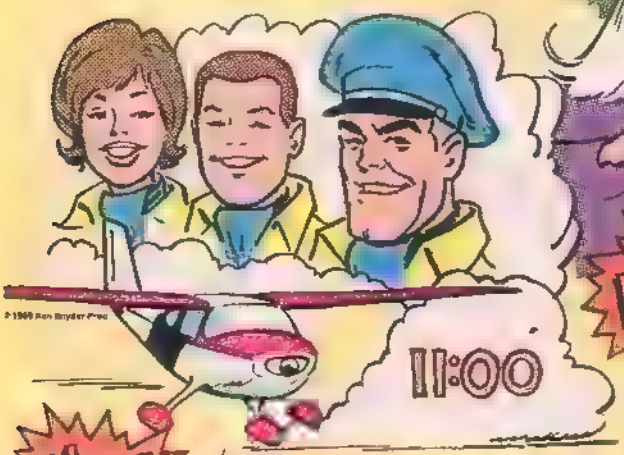
Speed! Thrills! Action! The Hot Wheels Racing Club brings you spine-tingling adventure with a group of teen-age pals and some of the hottest cars you've ever seen!



NEW

THE HARDY BOYS

The classic mystery stories of The Hardy Boys come to life in this new cartoon series! See a new rock group, The Hardy Boys Plus Three, and follow their suspenseful adventures every week!



NEW

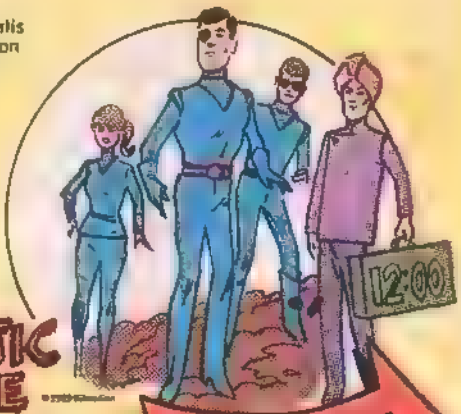
SKY HAWKS

Daring air-sea rescues, secret missions, sky-diving thrills and fast-paced excitement come your way, as Cap Wilson and his Sky Hawks take off on new, weekly adventures!

THE ADVENTURES OF

GULLIVER

Greg Gulliver and his dog Shag are back again in the land of the mini people



FANTASTIC VOYAGE

The fantastic four find danger on their strange trip through a famous professor's bloodstream

TURN THE PAGE AND FIND OUT HOW YOU CAN JOIN ABC'S EXCITING NEW SUPER SATURDAY CLUB!

Times shown are for Eastern and Pacific zones. Check local listing for time and station in your home town

BOYS! GIRLS! JOIN US TODAY!

ABC's SUPER SATURDAY CLUB

abc OFFICIAL CHARTER MEMBERSHIP OFFER

ONLY 50¢

Join the fun when meetings are called to order Saturday mornings on ABC-TV!
Your Charter Membership Kit includes:

- ☆ An official ABC Super Saturday Club Membership Card
- ☆ The ABC Super Saturday Club Newsletter, which tells you more about the club
- ☆ Official ABC Super Saturday Club Premium Coupons which permit club members to obtain special premiums at reduced prices
- ☆ An official ABC Super Saturday Button
- ☆ ABC Super Saturday Decals and Stick-Ons
- ☆ An ABC Super Saturday Club Pennant
- ☆ A special ABC Super Saturday Club Poster for your room
- ☆ An official ABC Super Saturday Club Stamp Album

DON'T DELAY! ABC's SUPER SATURDAY CLUB SIGN UP TODAY!

ABC's Super Saturday Club Membership Application A1
Mail to: ABC's Super Saturday Club, P.O. Box 288
Mount Vernon, New York 10557

I would like to join in the fun and become a member of ABC-TV Super Saturday Club. Enclosed is my 50¢ for the membership kit, including postage and handling.
(Print plainly—please include zip code)

Name_____

Address_____

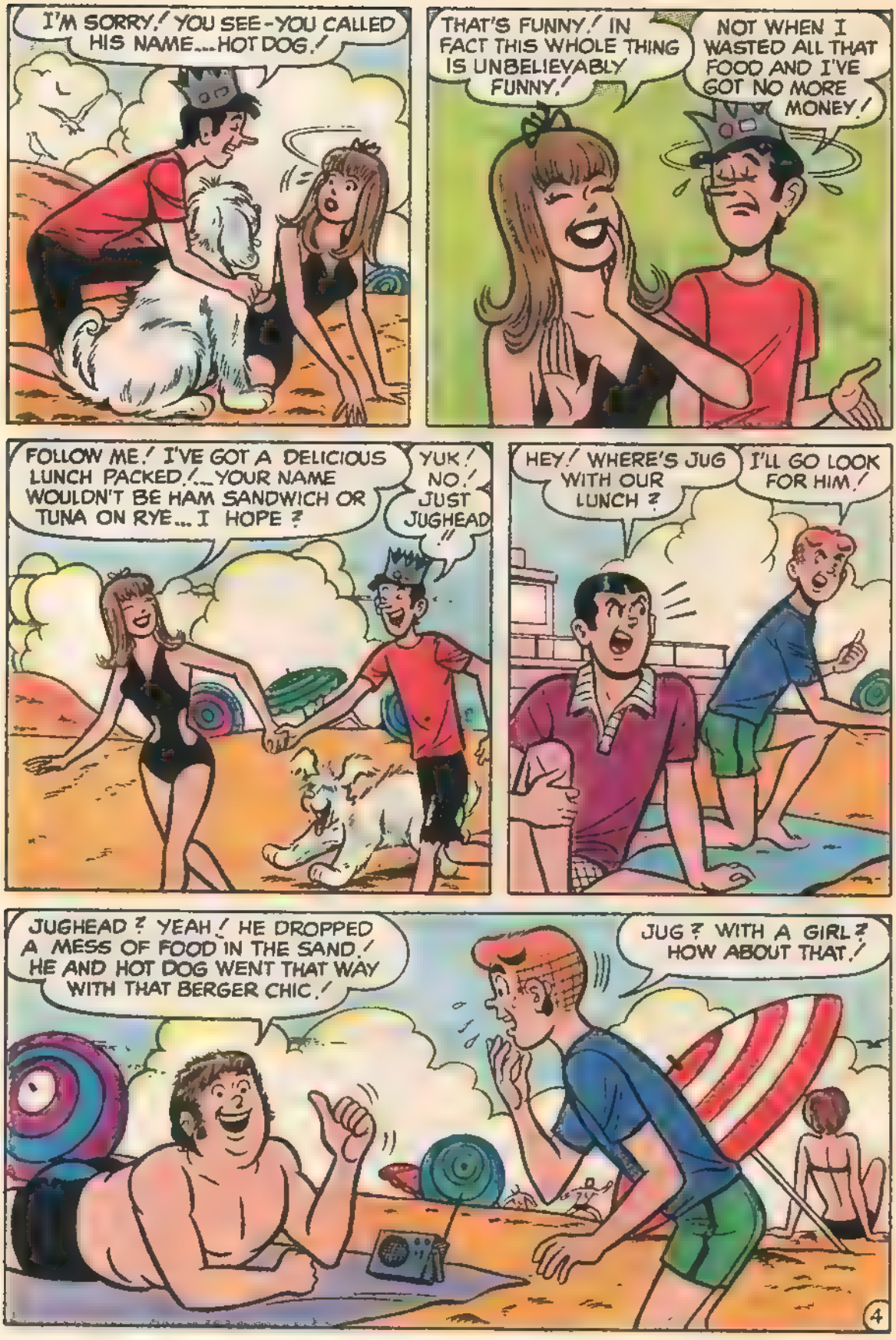
City_____ State_____ Zip_____

Offer good in U. S. except where prohibited, licensed, regulated, or taxed. Send coin only (no stamps, please). U.S. Military overseas, send U.S. coin and APO address. Allow 28 days for delivery. WE MUST HAVE YOUR ZIP CODE to mail MEMBERSHIP KIT

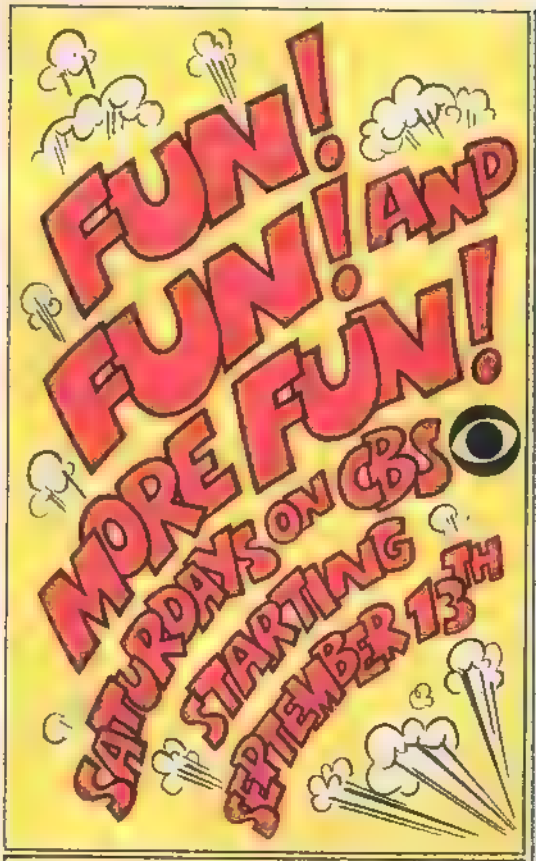
Jughead
IN 'WHAT'S in a NAME?'
EEP! I SHOULD HAVE BROUGHT A TRAY! THIS IS GOING TO BE TRICKY!
BEN'S BEACH BARN
HOT DOGS
COKE
MALTS
25¢
HEY! THAT'S PRETTY GOOD, JUGHEAD!
WHAT DO YOU DO FOR AN ENCORE?
ROTSA RUCK, PAL! YUK!
1

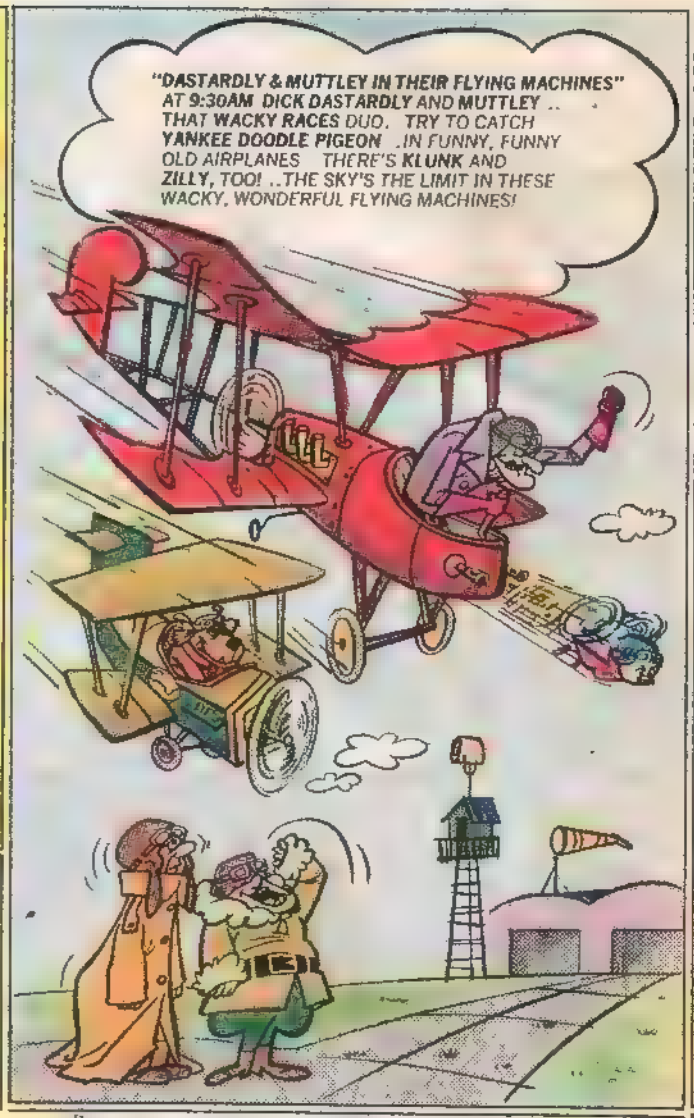
EEYAAH!
GAK!
RUINED! ALL RUINED! OH, WAS EVER A MORTAL SO BESET BY TRAGEDY! SANDY BURGERS!!
DID YOU CALL ME?
Y-YOU'RE A GIRL!

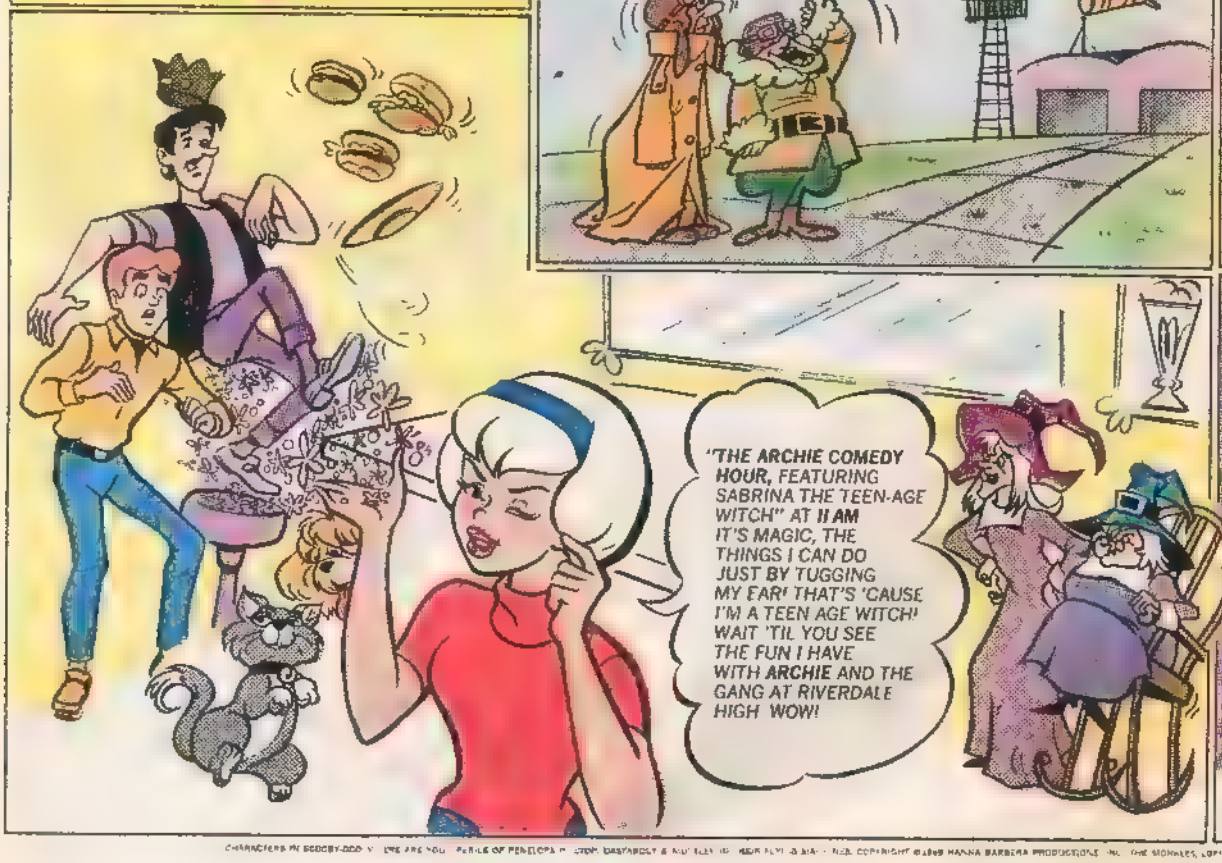
I'M NOT A THREE TOED SLOTH, BUSTER!
I MEAN I'D NEVER CALL A GIRL!
YOU CALLED ME! "SANDY BERGER" YOU SAID!... THAT'S MY NAME!
HEY! THAT'S A TASTY NAME!
I DO GET KIDDED A LOT! BUT, IT COULD BE WORSE!
LIKE HOW?
SUPPOSE MY NAME WAS ER... HOT DOG!
ARF! ARF!
EEK!
HOT DOG!
3


I'M SORRY! YOU SEE-YOU CALLED HIS NAME....HOT DOG!
THAT'S FUNNY! IN FACT THIS WHOLE THING IS UNBELIEVABLY FUNNY!
NOT WHEN I WASTED ALL THAT FOOD AND I'VE GOT NO MORE MONEY!
FOLLOW ME! I'VE GOT A DELICIOUS LUNCH PACKED!...YOUR NAME WOULDN'T BE HAM SANDWICH OR TUNA ON RYE...I HOPE?
YUK! NO! JUST JUGHEAD!!
HEY! WHERE'S JUG WITH OUR LUNCH?
I'LL GO LOOK FOR HIM!
JUGHEAD? YEAH! HE DROPPED A MESS OF FOOD IN THE SAND! HE AND HOT DOG WENT THAT WAY WITH THAT BERGER CHIC!
JUG? WITH A GIRL? HOW ABOUT THAT!
4

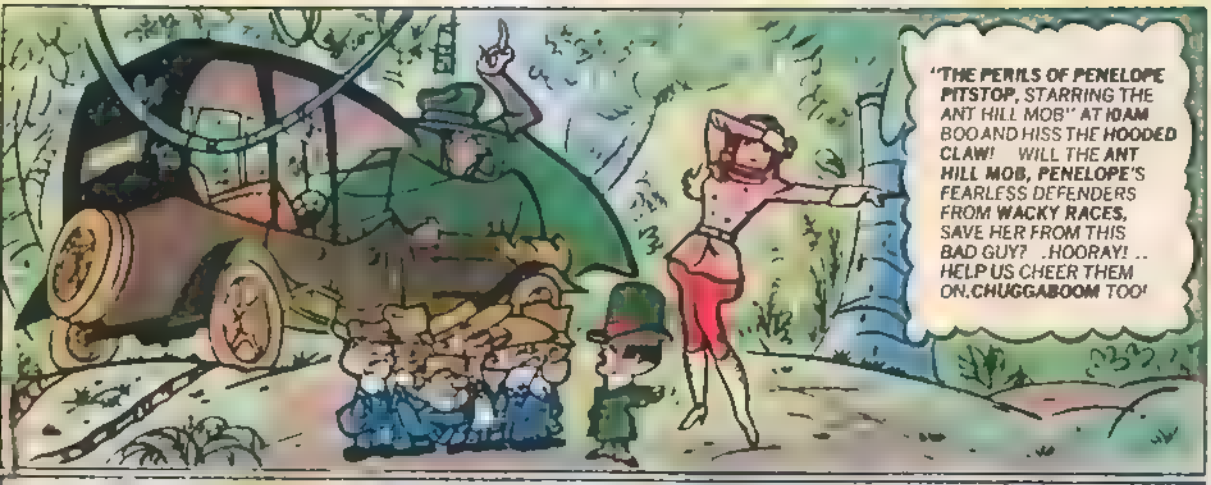
WELL? WHERE IS HE? I'M HUNGRY!
TIGHTEN YOUR BELT OR GET UP SOME MORE MONEY! OUR FOOD IS GONE!
WHY THAT HUNGRY PIRATE! I MIGHT HAVE KNOWN!
I'LL BET HE'S NOT HUNGRY AFTER EATING ALL OF OUR LUNCHES!
NO! NOT JUG! YOU MAY FIND THIS HARD TO BELIEVE...
HA HA HA! BUT, HE ENDED UP WITH A "HOT DOG" AND A "BERGER" BUT NO FOOD!
YOU FALL ON YOUR HEAD WHEN YOU LOOKED FOR JUG? MAYBE YOU'D BETTER LIE DOWN!
The End
5

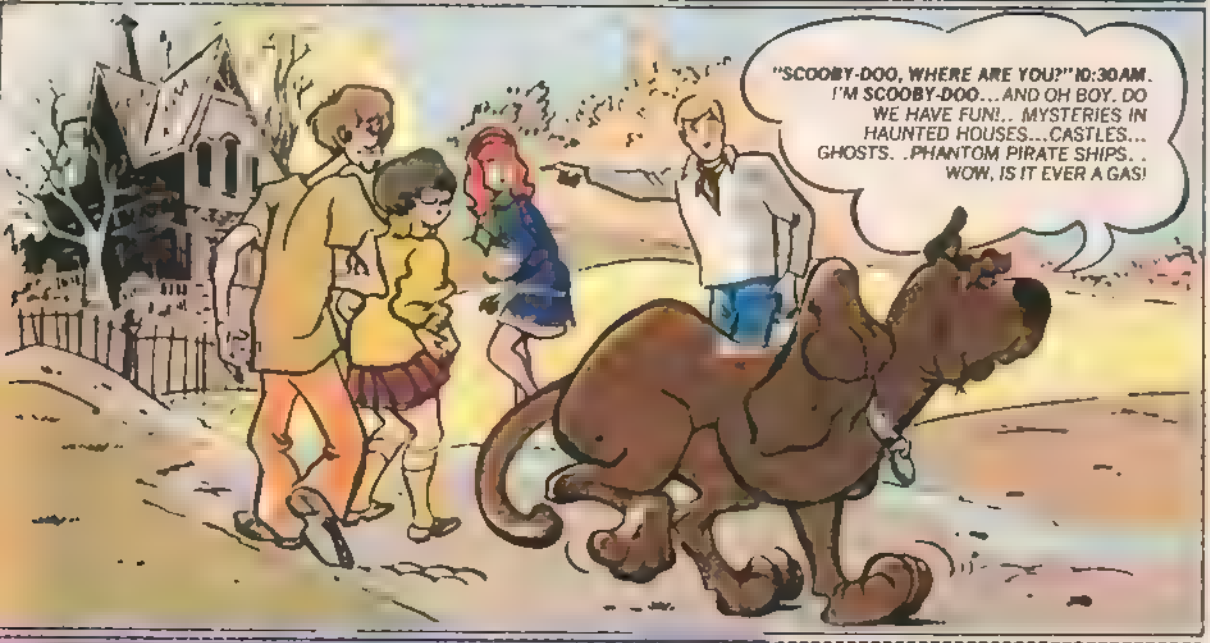


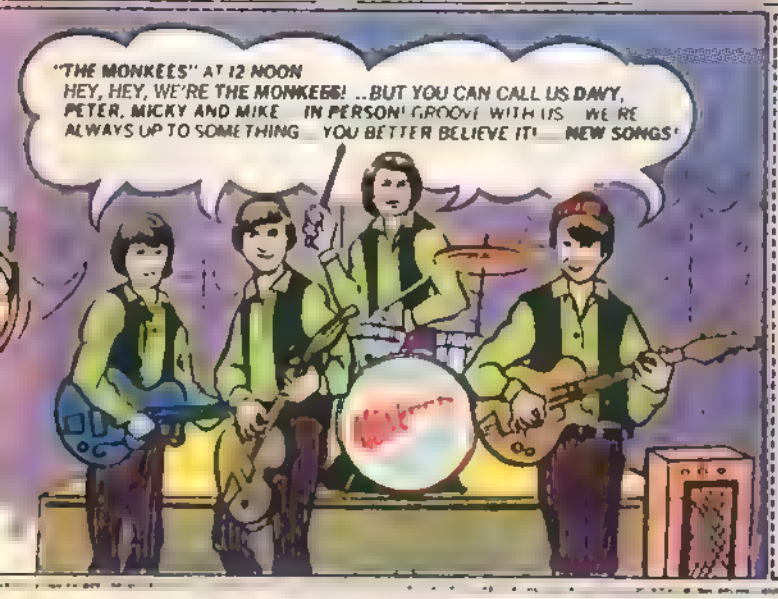

"DASTARDLY & MUTTLEY IN THEIR FLYING MACHINES" AT 9:30AM DICK DASTARDLY AND MUTTLEY .. THAT WACKY RACES DUO. TRY TO CATCH YANKEE DOODLE PIGEON .IN FUNNY, FUNNY OLD AIRPLANES THERE'S KLUNK AND ZILLY, TOO! ..THE SKY'S THE LIMIT IN THESE WACKY, WONDERFUL FLYING MACHINES!


"THE ARCHIE COMEDY HOUR, FEATURING SABRINA THE TEEN-AGE WITCH" AT 11 AM IT'S MAGIC, THE THINGS I CAN DO JUST BY TUGGING MY EAR! THAT'S 'CAUSE I'M A TEEN AGE WITCH! WAIT 'TIL YOU SEE THE FUN I HAVE WITH ARCHIE AND THE GANG AT RIVERDALE HIGH WOW!

CHARACTERS IN SCOOBY-DOO ... ARE YOU ... PERILS OF PENELOPE ... STORK DASTARDLY & MUTTLEY ... WACKY RACES ... & BIRD ... - TM & COPYRIGHT ©1969 HANNA-BARBERA PRODUCTIONS, INC. THE MONKEES, LOGO


"THE PERILS OF PENELOPE PITSTOP, STARRING THE ANT HILL MOB" AT 10AM BOO AND HISS THE HOODED CLAW! WILL THE ANT HILL MOB, PENELOPE'S FEARLESS DEFENDERS FROM WACKY RACES, SAVE HER FROM THIS BAD GUY? .HOORAY! .. HELP US CHEER THEM ON. CHUGGABOOM TOO!


"SCOOBY-DOO, WHERE ARE YOU?" 10:30AM. I'M SCOOBY-DOO... AND OH BOY. DO WE HAVE FUN!.. MYSTERIES IN HAUNTED HOUSES... CASTLES... GHOSTS. .PHANTOM PIRATE SHIPS. . WOW, IS IT EVER A GAS!


"THE MONKEES" AT 12 NOON HEY, HEY, WE'RE THE MONKEES! ..BUT YOU CAN CALL US DAVY, PETER, MICKY AND MIKE IN PERSON! GROOVE WITH US WE'RE ALWAYS UP TO SOMETHING YOU BETTER BELIEVE IT! NEW SONGS!

TEAR THIS OUT AND KEEP IT WITH YOU SO YOU WON'T MISS ALL THE FUN ON CBS.

8:00 AM	THE JETSONS
8:30 AM	THE BUGS BUNNY–ROAD RUNNER HOUR
9:30 AM	DASTARDLY & MUTTLEY IN THEIR FLYING MACHINES
10:00 AM	THE PERILS OF PENELOPE PITSTOP, STARRING THE ANT HILL MOB
10:30 AM	SCOOBY-DOO, WHERE ARE YOU?
11:00 AM	THE ARCHIE COMEDY HOUR FEATURING SABRINA THE TEEN-AGE WITCH
12 NOON	THE MONKEES
12:30 PM	WACKY RACES
1:00 PM	SUPERMAN
1:30 PM	JONNY QUEST

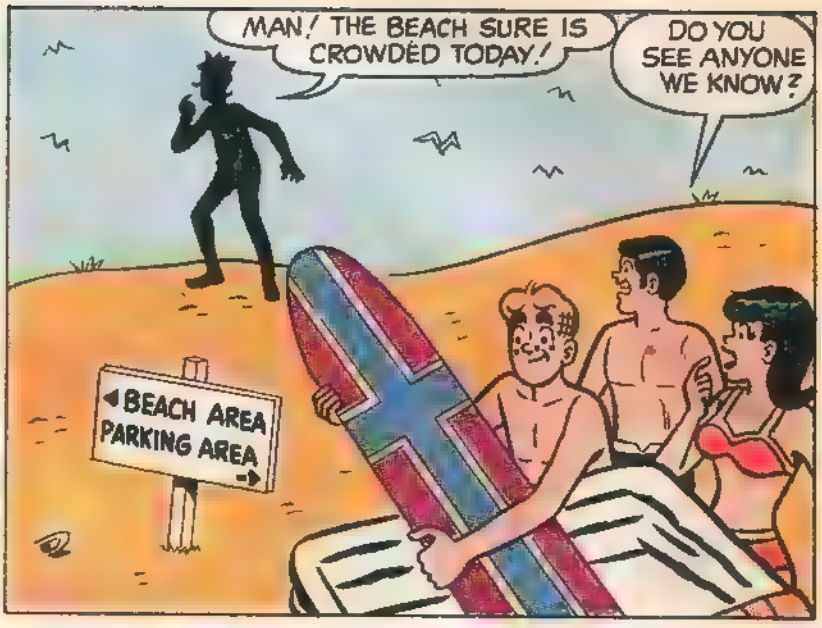
AND ON SUNDAYS DON'T MISS...

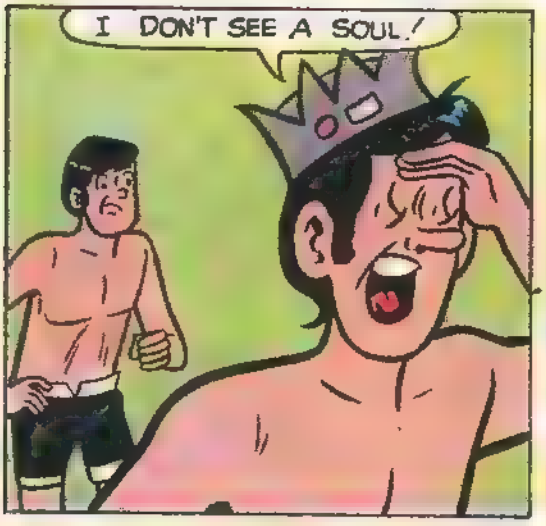
9:00 AM	TOM & JERRY
9:30 AM	BATMAN

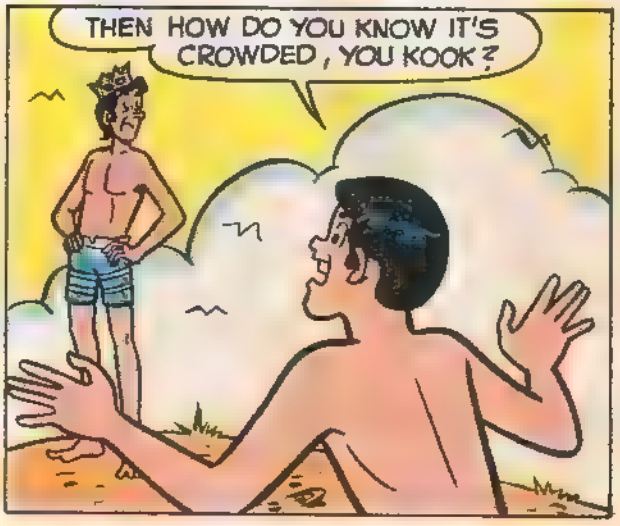
Jughead
IN
PIC
KICK
JUGHEAD IS HUNG-UP ON A WALLET PHOTO OF SOME ONE!
SIGH!
JUGHEAD, YOU'RE A COOL ONE!
ER... WHAT DO YOU MEAN?
PRETENDING YOU DON'T DIG CHICKS, WHILE YOU SECRETLY GROOVE ON THEM!
HMPF! I BET I'M AS PRETTY AS THE ONE IN THE PHOTO YOU'RE LOOKING AT!
OH, I DON'T KNOW ABOUT THAT!
JUGHEAD
RIVERDALE
The End

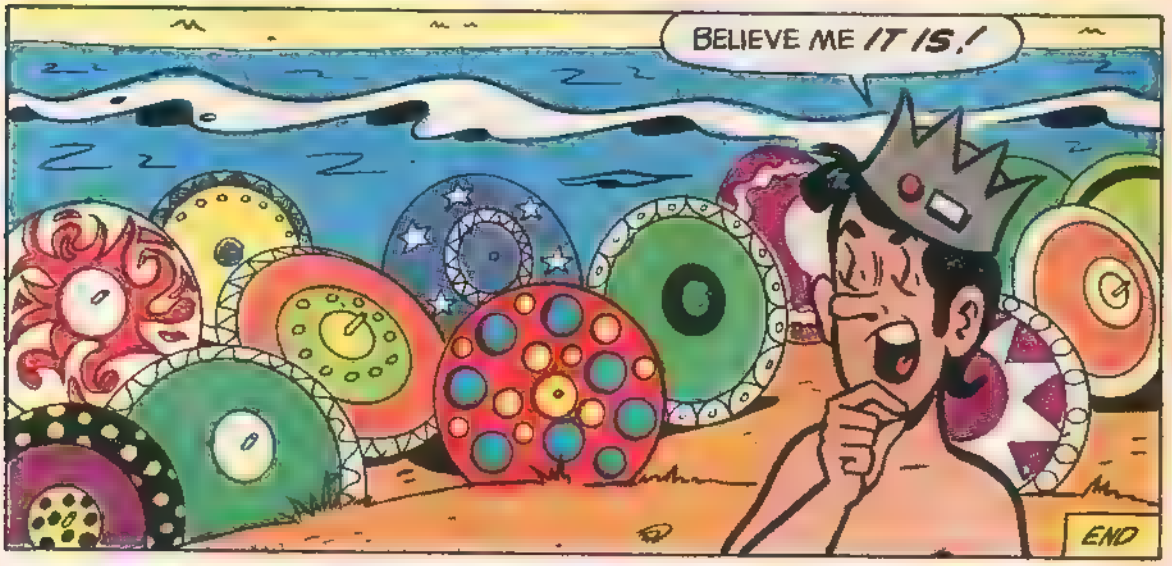
Jughead
IN
DIVE
STRIVE
ONE... TWO... THREE...
I HATE TO PUT YOU DOWN, JUG, BUT THAT WAS A SLOPPY DIVE!
SHOW SOME CLASS! DIVE HEAD FIRST!
OKAY!
ONE... TWO...
...THREE!
END

Jughead IN HEIGHT SIGHT









Jughead
IN
TASTE WASTE
A DOZEN HAMBURGERS PLEASE, BUT ONE AT A TIME!
OKAY!
DOGS
HERE'S THE FIRST ONE!
ECCCH! TERRIBLE! THESE WARMED-OVER HOCKEY PUCKS ARE A NOWHERE SCENE!
CHEF, CANCEL THAT ORDER FOR A DOZEN BURGERS!
...MAKE IT JUST SIX MORE!
THE END

Jughead
IN
NEW POLICY
JUG, DID YOU NOTICE ANYTHING DIFFERENT TODAY?
LIKE WHAT, ARCHIE?
THERE HASN'T BEEN ONE GIRL IN THE SURF YELLING FOR HELP!
NOR ONE GUY!
THAT'S REALLY SOMETHING ISN'T IT?
IT SURE IS!
THEY SHOULD HAVE MADE BIG ETHEL THE LIFEGUARD LONG AGO!
LIFE GUARD

THE VISTA® Banana HAS...
H.P.P.*
*Hot Pedal Power
Nothing else in its class . . . quality built . balanced—and the extended front fork gives you a brand new feel in the wheel.
Smooth, 3-on-the-bar Vista stick shift zooms you into high Contour bucket seat—Dual braking system, drum and coaster —Racing slick rear tire. Be first! Be fastest! Be a Vista Banana bike owner. Go to your nearest Vista dealer or write for our free, full color catalog.
N.I.D.A., BOX 655, DEPT. A, MINNEAPOLIS, MINN. 55440

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ONLY $1 GIVES YOU 12 SETS OF DAISIES EARRINGS

12 DIFFERENT COLORS TO MATCH ANY NEW OUTFIT EACH DAY

NOW YOU CAN TURN ON IN DIFFERENT EXCITING COLORS EACH DAY AND TURN YOUR FRIENDS GREEN

12 SETS OF 12 COLORS

PINK · RED · BLUE · AQUA
BROWN · GREEN · VIOLET · BLACK
ORANGE · COPPER · GOLD · ROYAL

FREE BIPPIE EACH ORDER

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BOX 348
EAST ORANGE, N. J. 07017
Enclose $1.00 (plus 25¢ handling)

GET YOUR BIPPIE!

NECESSITY IS THE MOTHER OF INVENTION
FIRST CAME STICK ON DAISIES
NEXT CAME NUTTY STICKERS

NOW THROUGH THE MIRACLE OF MODERN TECHNOLOGY COMES

NUTTY STICK ON DAISIES

FUNNY • FUNNY • FUNNY

20 STICK ON DAISIES

WITH NUTTY IMPRINTS FOR YOUR BUS, BOAT, BAG, BIKE OR ANYTHING IN YOUR BRITANICA

AND believe it or not YOU get a FREE BIPPIE with each order (while they last)

BORED OF EDUCATION
I WON'T DO IT!
TEACHERS PET
PUCKER POWER
HEIDI LIES
SPIRO WHO?

Send $1 to
M.D. Industries Dept. ACD-1
Box 348, East Orange, N. J. 07018
Name
Address
City State

LiL JiNX
"DRAW FLAW"
AH! FINISHED!!
WHAT DO YOU THINK OF MY DRAWING, DADDY?
PICASSO COULDN'T HAVE DONE BETTER!
HUMPH! IT'S JUST LIKE PARENTS TO COMPARE US TO OTHERS!
END

Archie Club News

ARCHIE CLUB MEMBERS, send in your news reports and be eligible to win cash prizes in the Archie Series Magazines. Please address all letters and postcards to ARCHIE CLUB NEWS, 1116 First Ave., N.Y., N.Y. 10021.

MEMBERSHIP — TWENTY-FIVE CENTS

Dear Friend,

Sunday, September 14th, is ARCHIE DAY. Preceding the Ed Sullivan Show on the C.B.S., T.V. network, an "Archie T.V. Special" will be shown. It will be a half hour show and it will be wild. Tell everyone you know . . . your family, your friends, and even some people you think are not your friends to look in their newspaper on Sunday, September 14th to learn what time the Archie Special Show will be televised on that night.

Besides the Archie cast, which includes myself, Betty, Veronica, Reggie, Jughead and Hot Dog, you will be introduced to the cutest, most troubled and lovable teen-age witch that it will ever be your pleasure to watch on television. Her name is Sabrina.

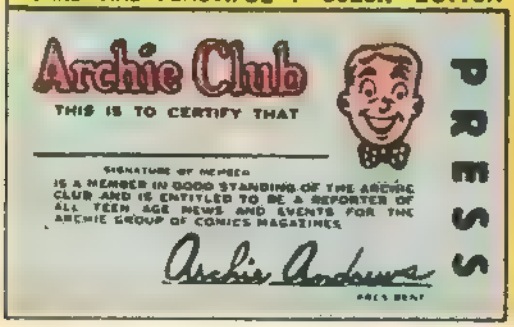
Sabrina will also join the regular Archie T.V. show which debuts on Saturday morning, September 13th, and will be called the Archie Comedy Hour. Last season's show was such a tremendous success as a half hour show that the C.B.S. network decided to advance the show to one hour. Look at your local paper for the time. Happy viewing!

Affectionately,

Archie Andrews

P.S. Give me your personal opinion of the Archie Special. Best letters will get prizes.

EVERY MEMBER GETS THIS OFFICIAL PRESS CARD AND BEAUTIFUL 4 COLOR BUTTON


Archie Club
THIS IS TO CERTIFY THAT
SIGNATURE OF MEMBER
IS A MEMBER IN GOOD STANDING OF THE ARCHIE CLUB AND IS ENTITLED TO BE A REPORTER OF ALL TEEN AGE NEWS AND EVENTS FOR THE ARCHIE GROUP OF COMICS MAGAZINES
Archie Andrews
PRESS

Be An Archie Club MEMBER

eligible to win **cash prizes** and a **big byline** in an **Archie Series Comic!** By joining the **ARCHIE CLUB** as an **official reporter** . . . you get a dressy, colorful Official **ARCHIE CLUB BUTTON**, and a handsome, authentic **ARCHIE REPORTER PRESS CARD!**

Fill out this coupon now and mail it with **25c** in coin (to cover cost of handling) to become an ARCHIE CLUB MEMBER and eligible to submit letters for cash prizes.

ARCHIE CLUB
1116 First Avenue, New York, N.Y. 10021

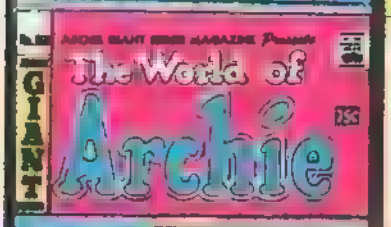
Dear Archie: Please enroll me as a member of the ARCHIE CLUB and send me a button and press card by return mail. I enclose 25c in coin to cover the cost of mailing and handling. Send to:

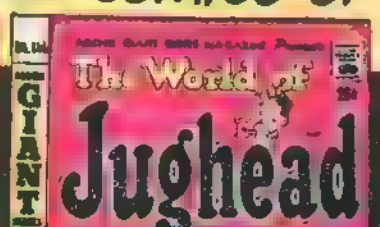
NAME .. AGE .
(PLEASE PRINT PLAINLY)

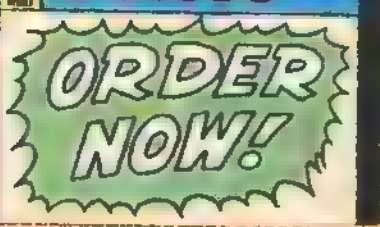
ADDRESS .

CITY STATE . . ZIP CODE .

GET IN THE GROOVE FOR A GIANT FUN-IN! FILL OUT THE COUPON BELOW AND ORDER THE COMICS OF YOUR CHOICE!







CUT OUT THIS COUPON

ARCHIE QUARTER COMICS, 1116 First Ave., New York, N.Y. 10021

Please send the following ARCHIE GIANT COMICS. I enclose 25¢ in coin for EACH TITLE checked below.

- ☐ ARCHIE ANNUAL #21
- ☐ REGGIE'S WISE GUY JOKES #9
- ☐ EVERYTHING'S ARCHIE #4
- ☐ JUGHEAD'S JOKES #14
- ☐ ARCHIE'S PALS 'N' GALS #54
- ☐ LITTLE ARCHIE #55
- ☐ ARCHIE'S MADHOUSE ANNUAL #7
- ☐ ARCHIE'S JOKES #163
- ☐ BETTY & VERONICA SUMMER FUN #164
- ☐ THE WORLD OF JUGHEAD #166
- ☐ ARCHIE'S CHRISTMAS STOCKING #158
- ☐ BETTY & VERONICA CHRISTMAS SPECTACULAR #159
- ☐ THE WORLD OF ARCHIE #165
- ☐ BETTY & VERONICA SPECTACULAR #162

NAME _____ AGE _____

ADDRESS _____

CITY _____ STATE & ZIP _____ DEPT. 10/69

MAIL FOR YOUR CHOICE TODAY

Jughead
IN "DELIGHTFULLY DUMB"
HOT DOG IS A SMART DOG, REGGIE! SMART!
DUMB!
LOOK! WOULD I KID YOU?
IF YOU THOUGHT YOU COULD GET AWAY WITH IT!
I DON'T KNOW ANY ANIMAL DUMBER THAN THAT DOG! EXCEPT MAYBE HIS MASTER! YUK!

I'LL SHOW YOU.!
HOT DOG.! GO GET ME A BAT.!
ARF.!
THAT DUMB DOG KNOWS WHAT A BAT IS?
HE'LL BE RIGHT BACK WITH ONE.!
HAR HAR.! I'LL BELIEVE THAT WHEN I SEE IT.!
OKAY! HERE HE COMES NOW AND...AND-
HAH.! A HAT.! HE BROUGHT A HAT.!
ULP!
ARF.!

HEE HEE HEE! HE S-SENDS HIM FOR A BAT AND HE GETS A HAT!
NOW, LISTEN! A BAT IS WHAT I WANT! NOW FETCH!
ARF!
THIS TIME HE'LL GET IT!
SURE HE WILL!
I JUST DIDN'T SAY IT CLEARLY THE FIRST TIME!
YUK!
HE'S NOT GETTING ANY CLOSER! THAT "BAT" LOOKS AN AWFUL LOT LIKE A CAT!
ARF!
3

HOT DOG! YOU'RE EMBARRASSING ME! BAT! B-A-T! BAT! PLEASE!
ARF!
I HOPE HE'S RIGHT THIS TIME! I HOPE I HOPE I HOPE!
HEE YAW!... A MAT!
WELCOME
BAT! PLEASE, HOT DOG! B-A-T! BAT! BAT! BAT!
ARF!
LEGGO! LEGGO! SOMEBODY GET THIS DOG OFF OF ME!
WOW! NOW HE'S REALLY CONFUSED!
4

AT LEAST HAT AND CAT AND MAT WERE CLOSE ... THEY RHYMED ! BUT...
-ER- WHAT'S YOUR NAME, MISTER ?
PAT !
I'M DISAPPOINTED IN YOU, HOT DOG !
YOU OUGHT TO PUT A MUZZLE ON THAT DOG !
JUST A COINCIDENCE ! THAT DOG IS STILL A DUMB DOG !
YOU KNOW WHAT YOU GOT THERE ? WHAT YOU GOT THERE IS A DUMB DOG !

YUK! YUK! HE COULDN'T FIND A WET NOSE ON THE END OF HIS SNOOT!
-ER- REG! LOOK!
HAR, HAR HAR!
HE UNDERSTANDS, ALL RIGHT! HE JUST DOESN'T HEAR TOO WELL!
SPLAT!
YOU SEE, YOU SAID "WET NOSE" AND HE THOUGHT YOU SAID "WET HOSE"!
I WON THAT ONE, PAL!
OH, WELL! YOU CAN'T WIN 'EM ALL! (GLUB)
The End
6

WHERE DO YOU GO FROM HERE?

Cars are your way of life. You've built 'em from the ground up. You know how to get that last horse.

All right. Where do you go from here?

Do you want your own service shop? Maybe you'd like to be sitting in Detroit designing the cars of tomorrow. Or, you want to be an automotive or aeronautical engineer.

Wishing won't make it so.

These jobs take special training. You have to know the mathematics behind the mechanics, the geometry of design, the structure of a successful business.

How do you get this training?

You can do it through the success-proven I.C.S. method of home study.

I.C.S. Courses are prepared by automotive and mechanical experts, who know what you need to know to go places. Everything you learn you can *use* to win quick recognition and climb to better jobs.

You study at home in your spare time. Your lessons are job related—packed with exciting new facts and ideas. Personalized guidance helps you through each step. Chances are, by the time you earn the coveted I.C.S. Diploma, you'll be well on your way to the life you want.

If you know where you want to go from here, your first step is to send coupon for free I.C.S. Career Kit.

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I'm interested in a program of independent study. Send me your free 3-booklet Success Kit: (1) "How to Succeed," 30 pages of valuable job tips, (2) Sample text demonstrating famous ICS method, (3) Catalog for subject checked below . . .

Miss
Mrs.
Mr. (Please print)_____ Age_____

Address_____

City_____ State_____ Zip Code_____

Occupation_____ Employed by_____ Working Hours_____ A.M. to_____ P.M.

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IF YOU NEED EXTRA MONEY & YOU KNOW JUST 10 PEOPLE..

YOU CAN MAKE $50.00, $100.00, $200.00 AND MORE IN YOUR SPARE TIME—*It costs you nothing to try!*

Everyone You Know Needs Christmas Cards ...and Everyone Loves Wallace Brown Cards.

Do you know 10 people? Of course you do! Add up several neighbors, some relatives, the grocer, the milkman, your dentist, a few friends—and you've got a lot more. So what are you waiting for? These folks alone can bring you in at least $50, probably $100 and more extra money in just a few hours spare time. And this is just a start. Most everyone uses Christmas and All Occasion Cards and when you show them the thrilling new Wallace Brown line of Greeting Cards and Gift items—it's love at first sight. They'll snap up 2, 3, 6 or more Box Assortments and other things, too! This is the fun way of making money because it's so easy.

Mail Coupon Below TODAY! Get Free Giant Catalog, Too!

We'll send you everything you need to start making money at once. So hurry! Mail business reply coupon below TODAY! It needs no postage! You'll get 2 fast-selling Greeting Card Assortments on approval plus FREE Album of Personalized Christmas Cards and our big, colorful 80-page Catalog FREE—packed full of lots of money makers—greeting cards, gift wraps, imported novelties and gifts, household items, decorated stationary, etc. Mail coupon this minute—you'll be glad you did!

GET THESE 2 ASSORTMENTS ON APPROVAL

Crystal Fantasy 20 Fabulous New Sparkling Christmas Cards—Exquisite!

Rose Remembrance 18 Radiantly Beautiful All-Occasion Cards

FREE Album of Popular-Priced Personalized Christmas Cards

Last year some folks made only $25 to $50 while others made $150-$250-$500 and more selling our entire line of greeting cards. Many church groups, organizations, schools, lodges, etc. do this year after year.

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I want to make EXTRA MONEY with the Wallace Brown Greeting Card line. Rush the "Crystal Fantasy" and "Rose Remembrance" Assortments to me on approval, plus FREE album of Name-Imprinted Christmas Cards, FREE 80-Page color catalog of exciting gifts and details of simple money-making plan.

Fill in your name and address below—No stamp necessary

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If writing for an organization, give its name here_____

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